**ad pepper media International N.V.: solute (billiger.de) becomes a key driver of the Group’s growth and profitability**

Nuremberg, Amsterdam, 22 July 2025

ad pepper media International N.V., one of Europe’s leading performance marketing companies, today announces its preliminary results for the second quarter of 2025, in which the solute acquisition was fully consolidated as of 1 May 2025.

The Group generated revenue of EUR 12,807k in the second quarter (Q2 2024: EUR 5,224k), which is more than double the revenue of previous year. solute contributed a significant EUR 7,650k to the Group’s revenue for the quarter. EBITDA improved significantly too in this period to EUR 784k (Q2 2024: EUR 487k), mainly attributable to the newly consolidated solute segment, which delivered EUR 942k to EBITDA. The Webgains segment achieved EBITDA of EUR 302k (Q2 2024: EUR 433k), while ad agents and ad pepper generated a combined EBITDA of EUR 246k (Q2 2024: EUR 348k).

In the entire six-month period, Group revenue amounted to EUR 18,091k (H1 2024: EUR 10,400k). At EUR 869k, EBITDA in the first half of 2025 was significantly higher than in the same period of the previous year (H1 2024: EUR 707k). It includes one-off costs of around EUR 280k in connection with the increase in the shareholding in solute.

At EUR 31,020k, the liquidity reserve reached a new record high. There are still no liabilities to banks.

ad pepper media International N.V. expects to publish its Q2 report on 21 August 2025.

**Key figures (unaudited) in EURk:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | **Q2****2025** | **Q2****2024** | **H1****2025** | **H1****2024** |
| **Gross sales** | 29,166 | 20,403 | 50,631 | 41,176 |
| % growth | 42.9 |  | 23.0 |  |
| **Revenue** | 12,807 | 5,224 | 18,091 | 10,400 |
| % growth | >100.0 |  | 74.0 |  |
| of which solute | 7,650 | N/A | 7,650 | N/A |
| % growth | N/A | - | N/A | - |
| of which ad pepper  | 604 | 626 | 1,216 | 1,089 |
| % growth | -3.6 |  | 11.6 |  |
| of which ad agents | 1,718 | 1,807 | 3,468 | 3,563 |
| % growth | -4.9 |  | -2.7 |  |
| of which Webgains | 2,836 | 2,791 | 5,757 | 5,748 |
| % growth | 1.6 |  | 0.2 |  |
| **EBITDA** | 784 | 487 | 869 | 707 |
| of which solute | 942 | N/A | 942 | N/A |
| of which ad pepper  | 34 | 86 | 167 | 73 |
| of which ad agents | 212 | 262 | 380 | 454 |
| of which Webgains | 302 | 433 | 630 | 1,064 |
| of which admin | -705 | -295 | -1,250 | -883 |
| **Liquid funds\*** | - | - | 31,020 | 19,822 |

\*Including securities at fair value.

**For more information:**

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